

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Brian Axe et al. Art Unit : 3622
Serial No. : 10/656,917 Examiner : Alvin L. Brown
Filed : September 5, 2003 Conf. No. : 8377
Title : IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

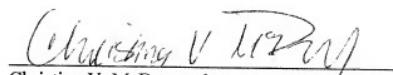
INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Foreign patent documents and non-patent literature are enclosed; cited U.S. patents and patent application publications will be provided on request. A copy of a communication from a foreign patent office in a counterpart application is also enclosed.

This statement is being filed after a first Office action on the merits, but before receipt of a final Office action or a Notice of Allowance. I, the undersigned, hereby certify that each item of information contained in this statement was first cited in a communication from a foreign patent office in a counterpart foreign application, the communication being dated January 27, 2011, which is not more than three months prior to the filing of this statement. Apply any charges or credits to Deposit Account No. 06-1050, referencing Attorney Docket No. 16113-0768001.

Respectfully submitted,

Date: 3/30/2011


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I hereby certify that this paper was filed with the Patent and Trademark Office using the EFS-WEB system on this date: March 30, 2011